

Figure 1A

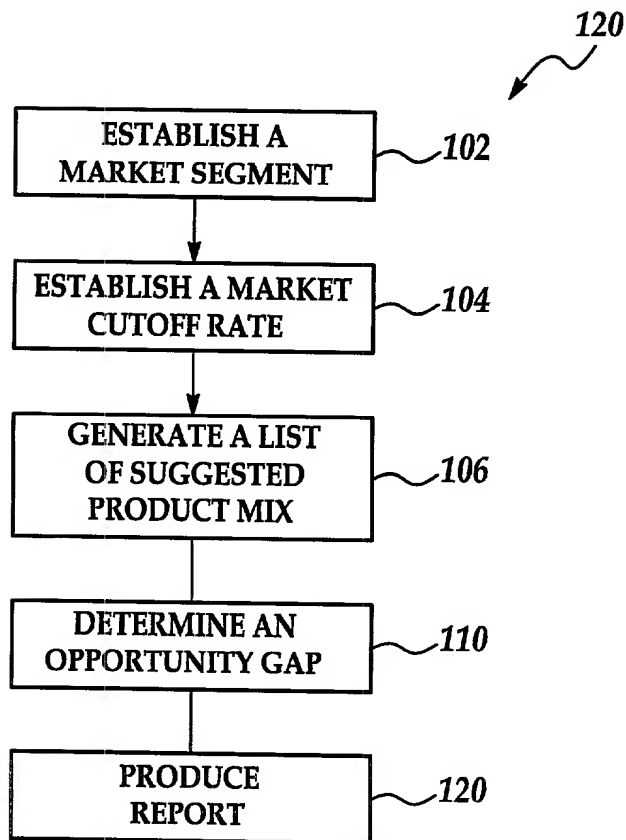


Figure 1B

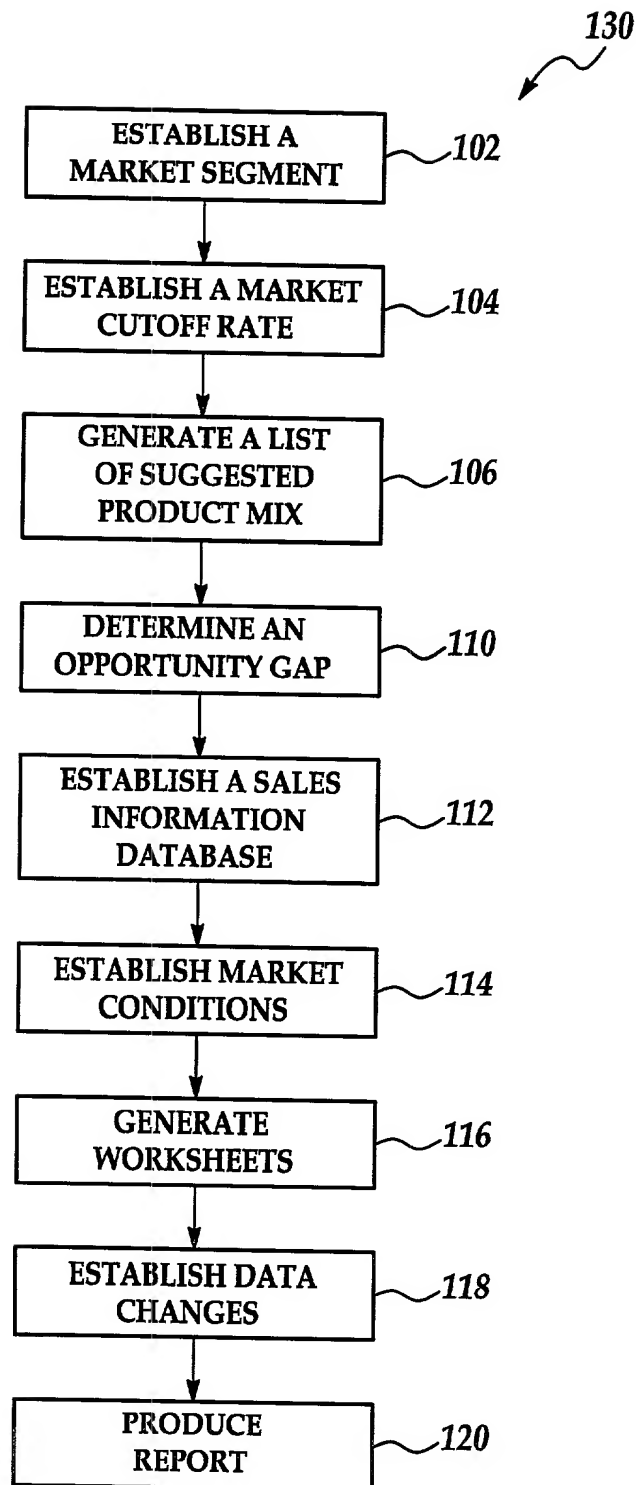


Figure 1C

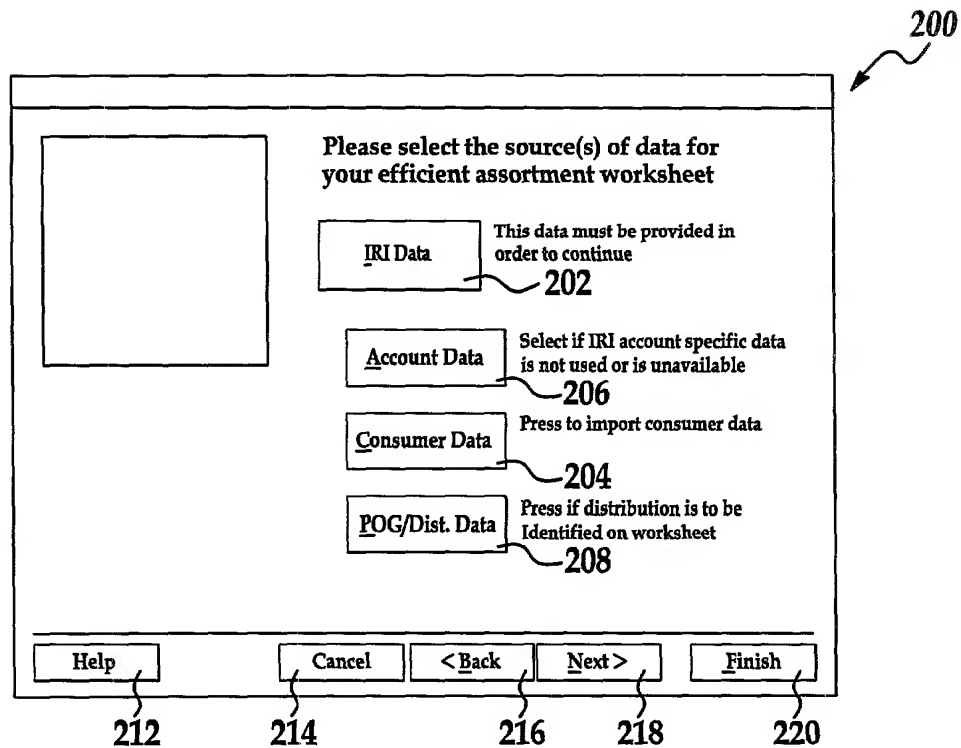


Figure 2

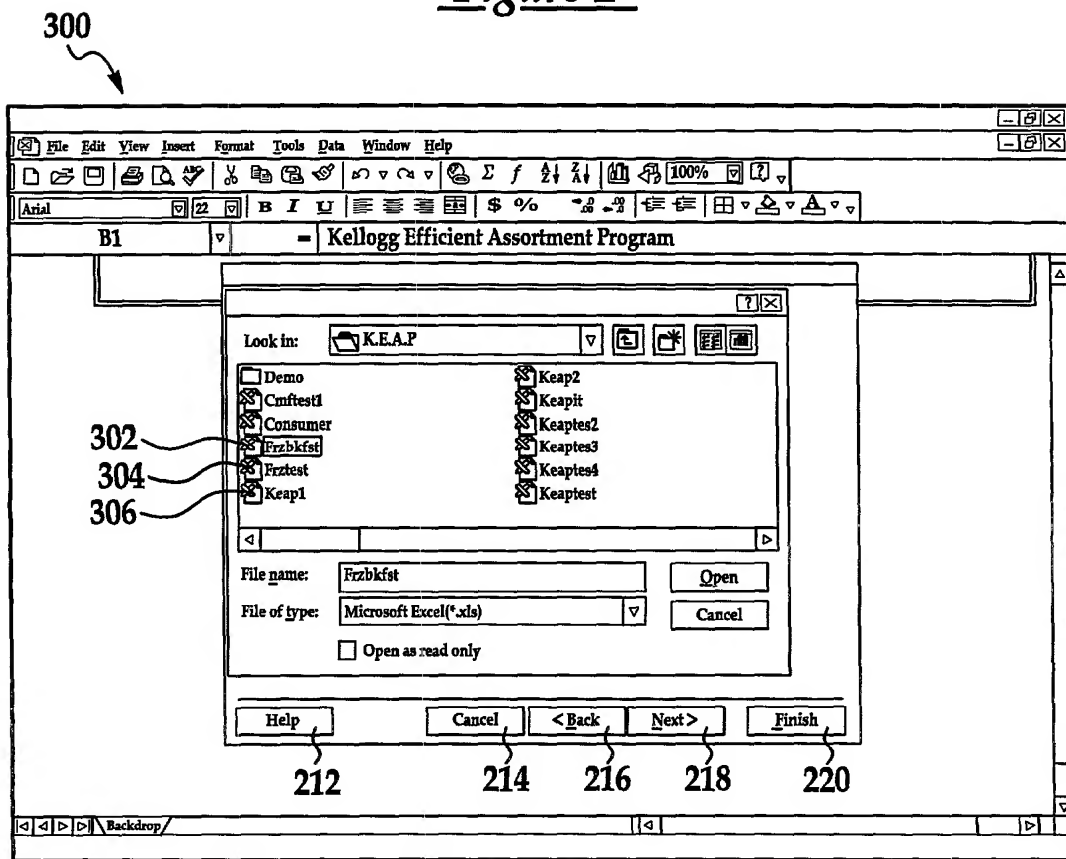


Figure 3

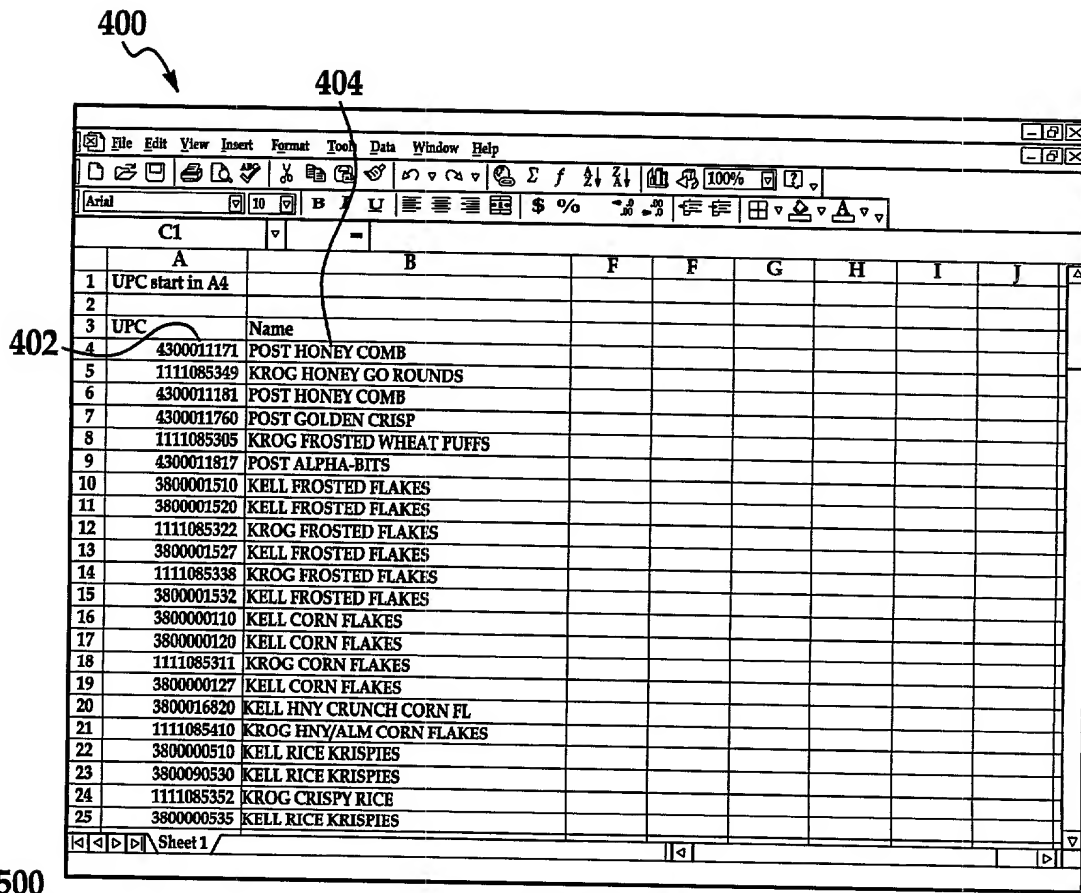


Figure 4

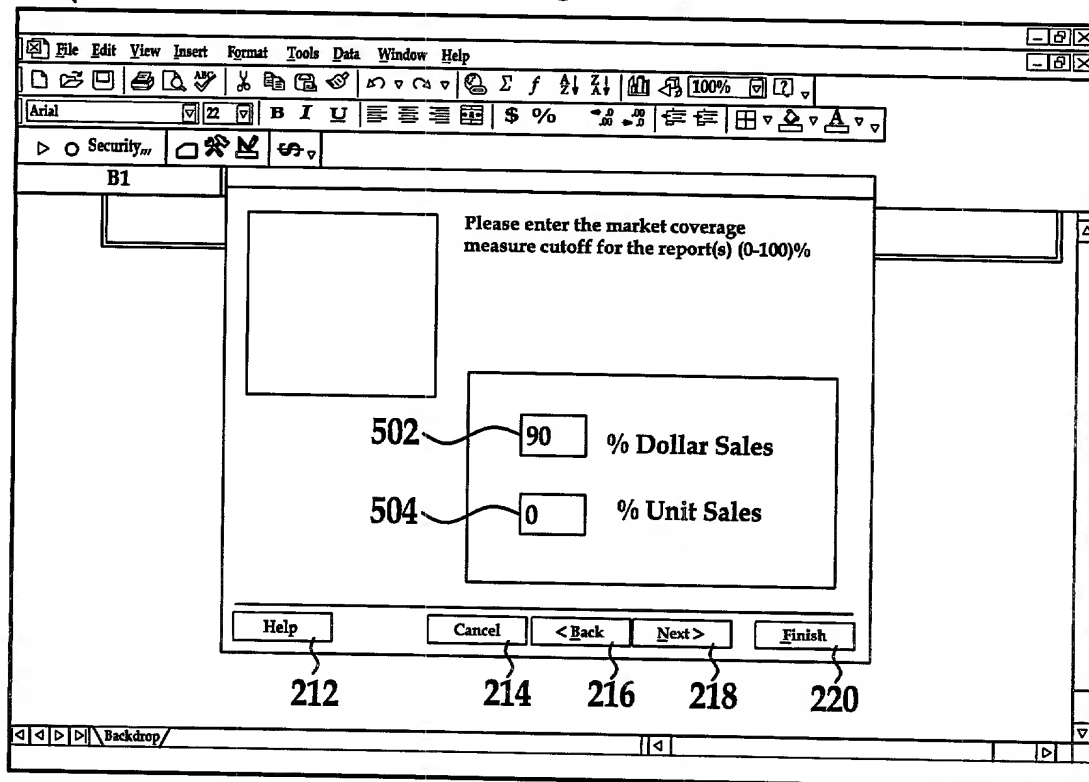


Figure 5

600

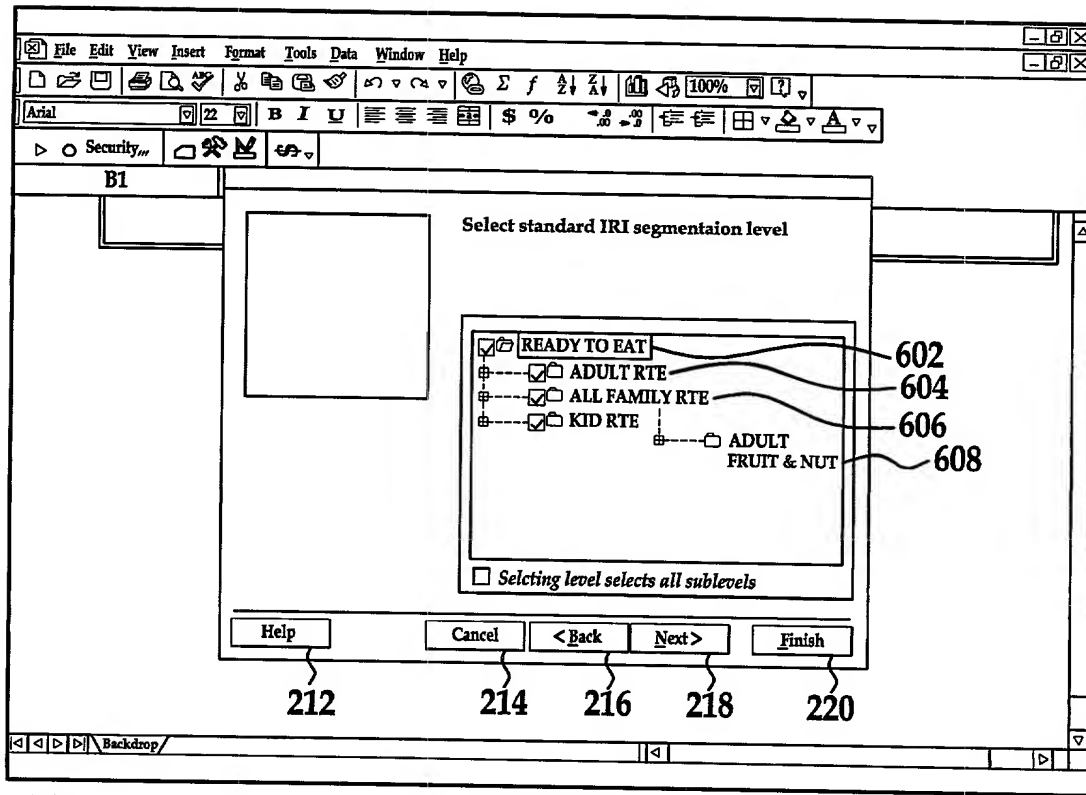


Figure 6

700

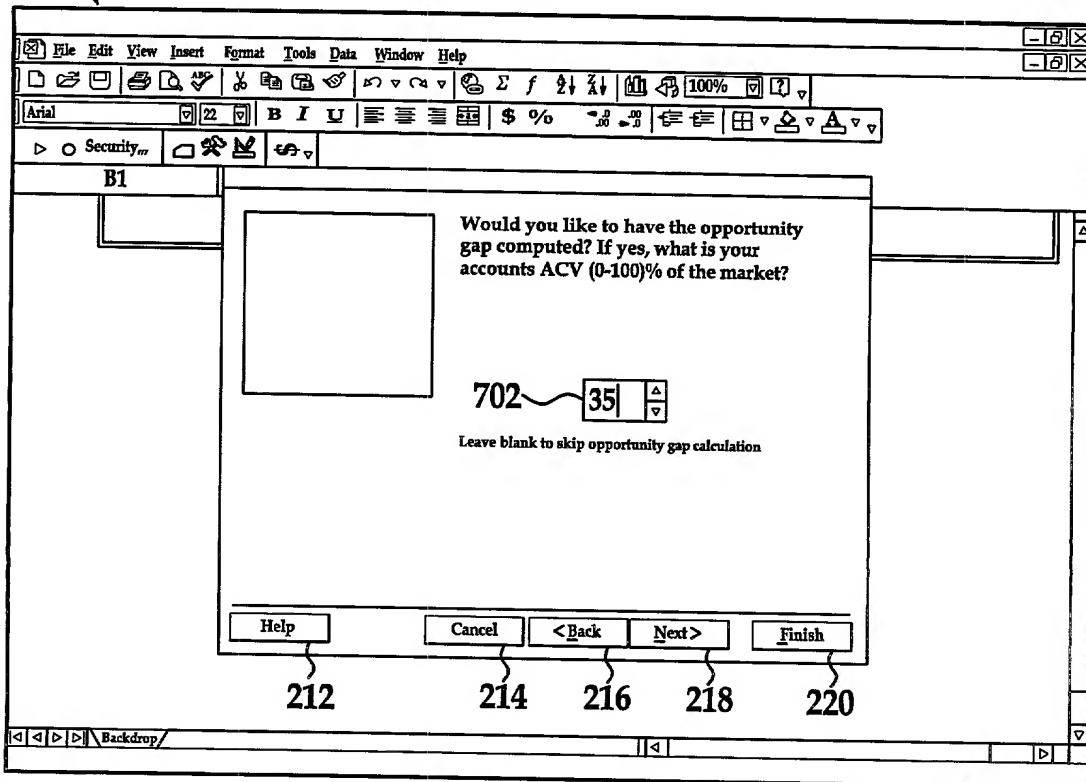


Figure 7

800

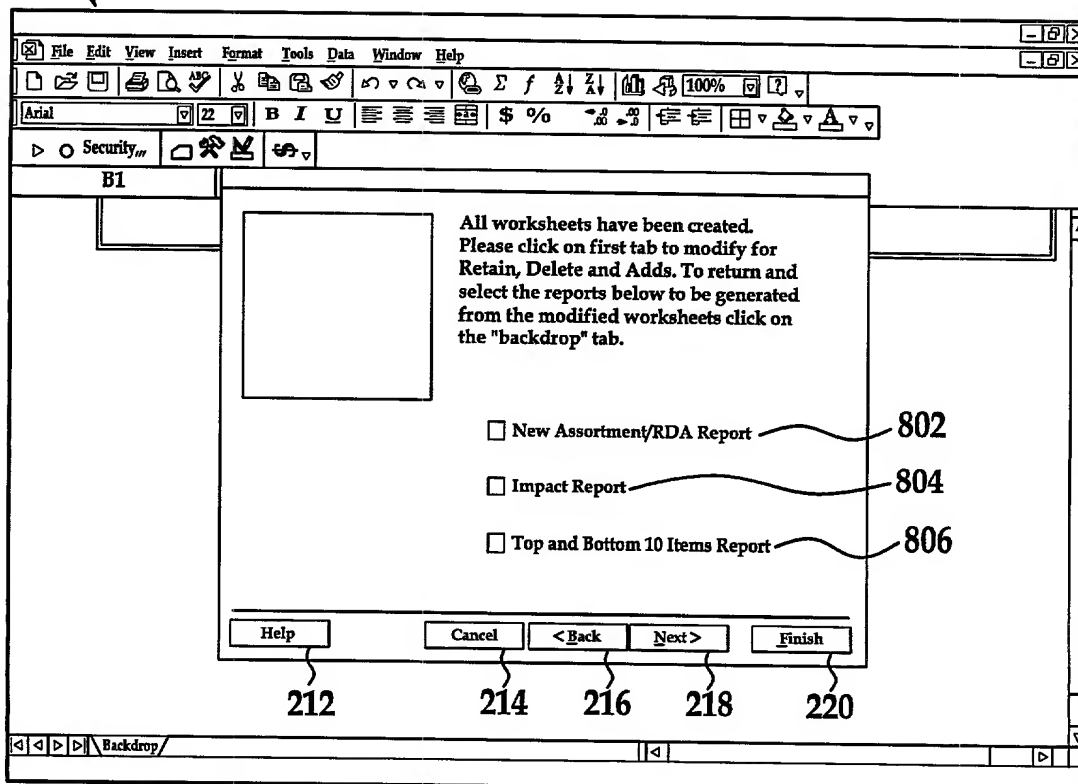


Figure 8

900

Account Worksheet							
ADULT FIBER							
Item Information							
UPC	Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	% of Subseg Dol	Cum Dol %
1600065620	G MILLS FIBER ONE 16OZ 65620	1	\$3.61	\$3,018,602	0.0%		
4300018059	POST SHREDDED WHEAT W/BAN 18OZ 1805	2	\$2.94	\$918,110	4.0%	30.4%	30.4%
3800001411	KELLOGG ALL-BRAN ORIGINAL 18.3OZ 01411	3	\$3.26	\$698,627	-2.3%	23.1%	53.6%
3800004001	KELLOGG ALL-BRAN EXTRA FIBER 11.4OZ 040	4	\$3.18	\$691,360	3.8%	22.9%	76.5%
3800001302	KELLOGG ALL-BRAN BRAN BUDS 17.7OZ 0130	5	\$3.89	\$305,184	-13.9%	10.1%	86.6%
4300018032	POST 100% BRAN 17OZ 18032	6	\$3.17	\$176,137	7.1%	5.8%	92.4%
3574215185	HEALTH VALLEY FIBER 7 11OZ 15185	7	\$3.63	\$123,124	-13.4%	4.1%	96.5%
4165345678	UNCLE SAM'S WHOLE GRAIN 10OZ 45678	8	\$2.17	\$56,122	-0.7%	1.9%	98.3%
				\$46,583	49.1%	1.5%	99.9%

Figure 9

1000

The screenshot shows an Excel spreadsheet with the following data:

Account Worksheet							
Item Information				Competitive info		R,D,A	Opp Gap
UPC	Item Description	Rank	Comp A	Comp B	R,D,A	Opp Gap	
902	ADULT FIBER						\$324,821
1600065620	G MILLS FIBER ONE 16OZ 65620	1	Y	Y	R		\$113,249
4300018059	POST SHREDDED WHEAT W/BRAN 18OZ 1805	2	Y	Y	R		\$48,679
3800001411	KELLOGG ALL-BRAN ORIGINAL 18.3OZ 01411	3	Y	Y	R		\$19,003
3800004001	KELLOGG ALL-BRAN EXTRA FIBER 11.4OZ 040	4	Y	N	R		\$99,191
3800001302	KELLOGG ALL-BRAN BRAN BUDS 17.7OZ 0130	5	Y	N	R		\$80,883
4300018032	POST 100% BRAN 17OZ 18032	6	Y	Y			-\$43,094
3574215185	HEALTH VALLEY FIBER 7 11OZ 15185	7	Y	Y			\$10,039
4165345678	UNCLE SAMS WHOLE GRAIN 10OZ 45678	8	Y	Y	R		-\$3,130

Navigation: ADULT WHOLESOME / ADULT NUTRITIOUS / ADULT FIBER / Backdrop

Figure 10

1300

The dialog box contains the following text and input fields:

**Added Items**  
For all added items, what % of the dollar sales should be considered as new to the category?  
90

**Deleted Items**  
For all added items, what % of the dollar sales should be considered as leaving the category?  
10

Buttons: Help, Cancel, < Back, Next >, Finish

Navigation: ADULT WHOLESOME / ADULT NUTRITIOUS / ADULT FIBER / Backdrop

Figure 13

1100

1106

1108

Item Information		Total US-FOOD/MASS											
UPC	Item Description	Rank	Average Price (dol/unit)	Dol Sales YAG	Dol sales % Chg	% of Subseg Dol	Cum Dol %	Avg Weekly % ACV Wgited Dist	Dol perMM ACV	Sales Rate Index	Unit Sales	Average Price (dol/unit)	Dol Sales
KID SUPER TREAT													
3800078910	KELLOGG ATLANTIS 13.5OZ 78910	78	\$2.58	\$1,566,252	NA	0.1%	96.6%	99.7%	\$3,037	14	607,616	\$2.62	\$1,199,377,152
3000034843	QUAKER BAG - DINOSAUR FRY BLASTS 32OZ 3	79	\$3.24	\$1,097,551	NA	0.1%	96.7%	5.5%	\$10	47	338,585	\$3.24	\$1,387,130
3000034837	QUAKER BAG - BRONTOSAURUS SOSOA BLST 3	80	\$3.24	\$996,281	NA	0.1%	96.7%	3.5%	\$35	42	307,224	\$3.25	\$1,097,551
				\$1,428,198,784	-1.9%			3.4%	\$31				\$1,003,267

1102

110

Total US-FOOD									
Dol sales % Chg YAG	% of Subseg Dol	Cum Dol %	Avg Weekly % ACV Wgited	Dol perMM ACV	Sales Rate Index	Unit Sales			
-1.9%			100.0%	\$3,269		417,198,912			
NA	0.1%	96.7%	5.5%	\$11	14	528,686			
NA	0.1%	96.8%	3.5%	\$35	44	338,585			
NA	0.1%	96.8%	3.4%	\$33	41	308,973			

Figure 11



FIG. 11 is a schematic diagram of a data structure for a product database. The data structure is organized into a table with columns for Item Information, Total US-FOOD/MASS, and Total US-FOOD. The Item Information column includes UPC, Item Description, Rank, Average Price, Dol Sales, Dol perMM ACV, Dol Chg YAG, Dol sales % Chg YAG, Avg Weekly % ACV, Sales Rate Index, and Unit Sales. The Total US-FOOD/MASS column includes Dol perMM ACV, Dol Chg YAG, Dol sales % Chg YAG, Avg Weekly % ACV, Sales Rate Index, and Unit Sales. The Total US-FOOD column includes Dol perMM ACV, Dol Chg YAG, Dol sales % Chg YAG, Avg Weekly % ACV, Sales Rate Index, and Unit Sales. The data is organized into three rows corresponding to the items: QUAKER BAG - HONEY GRAHAMS 320Z 34893, M-O-M COCO ROOS 320Z 91503, and KELLOGG POWERPUFF GIRLS 8.50Z 74300.

1100		1106										1108										1110									
		Item Information				Total US-FOOD/MASS										Total US-FOOD															
1102	1104	Rank		Average Price (dol/unit)	Dol Sales	Dol sales %	Avg Weekly % ACV	Dol perMM ACV	Sales Rate Index	Unit Sales	Average Price (dol/unit)	Dol Sales	Dol sales %	Avg Weekly % ACV	Dol perMM ACV	Sales Index	Unit Sales														
UPC	Item Description																														
300034893	QUAKER BAG - HONEY GRAHAM	MS 320Z	34893	261	\$3.47	\$4,303,307	10.3%	12.9%	\$79	98	1,239,647	\$3.48	\$4,132,137	6.0%	14.3%	\$79	94	1,187,421													
4240091503	M-O-M COCO ROOS	320Z	91503	263	\$3.73	\$4,223,222	21.5%	15.7%	\$64	80	1,132,604	\$3.73	\$4,213,978	21.2%	17.8%	\$65	77	1,129,871													
3800074300	KELLOGG POWERPUFF GIRLS	8.50Z	74300	264	\$2.36	\$4,194,226	NA	9.9%	\$41	50	1,776,399	\$2.38	\$3,289,019	NA	9.4%	\$45	53	1,381,885													

File Edit View Insert Format Tools Data Window Help

Arial 10 B I U \$ % 100%

D6 = 3.61219569561514

	A	B	C	D	E	F	I
1	<b>New Assortment - R/D/A</b>						
2				906			
3	Item Information			Chicago, IL			
4	902 UPC	904 Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	Avg Weekly % ACV Wghted Dist
5							
6	ADDED ITEMS						
7	1600066110	G MILLS WHAETIES 12OZ 66110	10	\$2.74	\$822,312	3.1%	56.7%
8	1600086030	G MILLS CHEX MULTI-BRAN 16OZ 86030	15	\$3.07	\$389,476	4.7%	41.7%
9	4300010713	POST TOASTIES 18OZ 10713	16	\$1.63	\$365,769	67.0%	32.6%
10	3000006570	QUAKER OAT SQUARE REGULAR 26OZ 06570	18	\$3.95	\$338,825	44.0%	31.9%
11	3800000810	KELLOG RAISIN BRAN 15OZ 0810	6	\$2.61	\$925,789	84.4%	50.2%
12	3800000810	KELLOG RAISIN BRAN 15OZ 0810	28	\$2.61	\$925,789	84.4%	50.2%
13	1600066110	G MILLS WHAETIES 12OZ 66110	35	\$2.74	\$822,312	3.1%	56.7%
14	1600086030	G MILLS CHEX MULTI-BRAN 16OZ 86030	61	\$3.07	\$389,476	4.7%	41.7%
15	4300010713	POST TOASTIES 18OZ 10713	65	\$1.63	\$365,769	67.0%	32.6%
16	3000006570	QUAKER OAT SQUARE REGULAR 26OZ 06570	68	\$3.95	\$338,825	44.0%	31.9%
17	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	10	\$2.83	\$1,142,954	100.9%	52.4%
18	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	21	\$2.83	\$1,142,954	100.9%	52.4%
19	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	71	\$2.83	\$1,142,954	100.9%	52.4%

Impact Report New Assortment-RDA Top&Bottom 10

[illegible]

1500

File Edit View Insert Format Tools Data Window Help						
[Icons]						
Arial 10 B I U [Icons] \$ % [Icons]						
Security [Icons]						
A17 = KID SUPER TRAET						
	A	B	C	D	E	H
1	Impact Report	1502	1504	1506	1508	
2						
3						
4	Name of Subsegment	Added Dollars	Deleted Dollars	Category Impact		
5						
6	ADULT FIBER	\$0	\$0	\$0		
7	ADULT NUTRICOUS	\$0	\$0	\$0		
8	ADULT WHOLESOME	\$603,661	\$0	\$603,661		
9	ADULT FRUIT AND NUT	\$0	\$0	\$0		
10	ADULT RAISIN BRAN	\$291,624	\$0	\$291,624		
11	Rollup - ADULT RTE	\$895,284	\$0	\$895,284		
12	ALL-FAMILY WHOLESOME	\$360,031	\$0	\$360,031		
13	ALL-FAMILY SWEETENED	\$0	\$0	\$0		
14	Rollup - ALL FAMILY RTE	\$360,031	\$0	\$360,031		
15	KID PRESWEET	\$0	\$0	\$0		
16	BETTER KID	\$0	\$0	\$0		
17	KID SUPER TRAET	\$0	\$0	\$0		
18	Rollup - KID RTE	\$0	\$0	\$0		
19	Rollup - READY TO EAT	\$1,033,368	\$0	\$1,033,368		
20						
Impact Report New Assortment-RDA Top&Bottom 10						

1600

Figure 15

File Edit View Insert Format Tools Data Window Help							
[Icons]							
Arial 10 B I U [Icons] \$ % [Icons]							
Security [Icons]							
D6 = 3.61219569561514							
	A	B	C	D	E	F	I
1	Top&Bottom 10 Items						
2							
3	Item Information			Chicago, IL			
4	UPC	Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	Avg Weekly % ACV Wghted Dist
15	ADULT NUTRICOUS						
16	Top						
17	3800009110	KELLOGG SMART START 13.3OZ 09110	1	\$3.45	\$2,304,871	-5.6%	95.1%
18	3800001611	KELLOGG SPECIAL K 12OZ 01611	2	\$3.56	\$2,263,324	6.2%	99.1%
19	1600065850	G MILLS TOTAL WHOLE GRAIN 12OZ 65850	3	\$3.63	\$1,792,396	1.1%	99.0%
20	1600065890	G MILLS TOTAL WHOLE GRAIN 12OZ 65850	4	\$4.63	\$1,731,660	0.1%	94.1%
21	3800001621	KELLOGG SPECIAL K 18OZ 01621	5	\$4.73	\$1,518,911	-20.4%	96.4%
22	1600069070	G MILLS TOTAL BROWN SUGAR AND OAT 15.2	6	\$3.66	\$963,601	NA	68.0%
23	1600065960	G MILLS TOTAL CORN FLAKES 10OZ 65960	7	\$3.52	\$875,671	-14.8%	96.1%
24	3800004530	KELLOGG CRACKLIN OAT BRAN 17OZ 04530	8	\$4.44	\$815,710	1.7%	89.1%
25	3800000600	KELLOGG COMPLETE WHT BRAN LAKES 17.3	9	\$3.79	\$801,663	-10.7%	92.5%
26	4300011313	POST NATURAL BRAN FLAKES 16OZ 11313	10	\$2.95	\$721,194	-8.5%	95.7%
27	Bottom						
28	3800012121	KELLOGG COMPLETE OAT BRAN FLAKES 14.8	17	\$4.10	\$91,992	154.6%	7.6%
29	3574215183	HEALTH VALLEY OAT FLAKES 11OZ 15183	18	\$3.65	\$90,421	-9.8%	43.5%
Impact Report New Assortment-RDA Top&Bottom 10							

1602

1604

Figure 16